

Editorial Comment

THERE MUST BE WATER IN THE RIVER

Newspaper headlines last week to the effect that water storage back of Success dam would start immediately turned out to be just a bit premature, since before permanent pool water can be stored, rights must be available in the Tule river, and Friant-Kern canal water, for exchange, must also be available in the canal.

As of the first of this week only the "operating pool" of some 626 acre feet had been stopped back of the dam; inflow at Success reservoir had not been sufficient to allow any permanent pool storage.

Water, however, is available in the Friant-Kern canal, and is now being released below the canal for use by users whose Tule water rights will be taken for permanent pool storage, so this part of the exchange agreement that also involves the Lower Tule Irrigation district and the County of Tulare, is now underway.

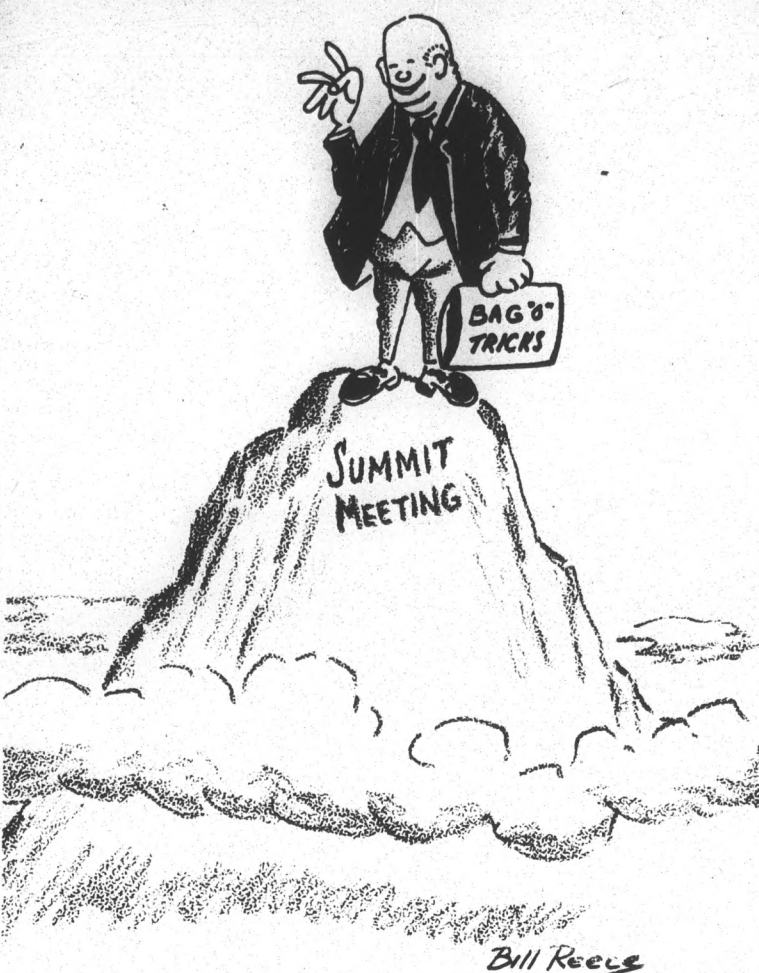
With heavy snow pack in the Sierra, and with rains in the foothills and mountains, it is likely that sufficient water will soon be flowing in the Tule to start storage at Success.

In order to take care of Tule river water users between Success dam and the Friant-Kern canal, inflow at Success must hit at least 150 second feet, eligible for release into the Tule channel. Until this amount is reached, water cannot be stopped at the dam.

The amount that will then be stored for a permanent pool, and the speed with which the permanent pool fills up, depends entirely on the amount of flow in the river above 150 second feet.

With weather conditions as they are, it appears quite likely that the permanent pool of approximately 5,000 acre feet will be attained in the near future. This will be the maximum amount of water stored until such time as water interests on the Tule get together on a storage, and water release schedule, with the federal government.

YOO HOO, FOLKS!



Bill Reels

FICTION FOR YOUNGSTERS AT LIBRARY

FARAWAY FARM by Hilda Boden is the story of the Weatherby family, who move from their crowded London apartment to a farm in the Scottish Highlands. Customs of modern Scotland are new to the English family, and they must adjust to and understand the life there. This is a warm, perceptive and pleasant family story.

Lee Kingham has written **THE SATURDAY GANG**, a story about a frolicsome bunch of young scallawags. With the coming of a TV company to their conservative New England town, they are diverted for a time from being self-styled detectives. In return for persuading the clannish villagers to support the television people, the boys are rewarded with their first acting job in one of the episodes. With summer nearly over, the Gang returns to solving some mysterious robberies. Teddy Tibbets and his friends are brimful of impish vitality and will be in demand by all eleven year old boys.

THE SUPERLATIVE HORSE by Jean Merrill captures the essence of ancient China in story and drawings. To become the Duke's chief groom young Han Kan must find one exceptional horse. A climactic chariot race proves his wisdom in choosing heart and spirit over appearance in this gracefully written and beautifully illustrated story.

How did children in England feel about the colonies during our Revolutionary War? Constance Savery explores this in her recent book **THE RED AND THE RED-COATS**. The redcoats in this story revise their attitude when a personable young American soldier is imprisoned in their home. Randall, the prisoner turns out to be an excellent tutor for Charlotte and her brothers and sister. A closing epilogue satisfactorily informs of the Reb's safety, the end of the war and an impending reunion between prisoner and jailer. This is an unusual story of intrigue and adventure during Revolutionary War times.

SENATOR KUCHEL ASKS REELECTION

LOS ANGELES, Mar. 8—United States Senator Thomas H. Kuchel (R) announced this week that he will be a candidate for reelection this year. Senator Kuchel is completing his 10th year in the Senate of the United States.

Our Town

By GARDNER WHEELER

VOTE ANY WAY YOU WANT TO BUT BE SURE YOU VOTE "YES"

TODAY YOUR CORRESPONDENT takes a look at taxes. Not that anyone has to look very far to get a good view of this proposition, but we thought a "think piece" might be the order at this time. As everyone knows, who is past the pablen stage, taxes are with us 24 hours a day. We have sales tax, withholding tax, gas tax, property tax, use tax, franchise tax, ad infinitum. With fine American ingenuity that demands we have the most of everything, we seem to have the most taxes, too.

THE BASIC IDEA OF TAXES was alright, once upon a time. A long time ago, a group of people got together and decided to form a community. Well and good!

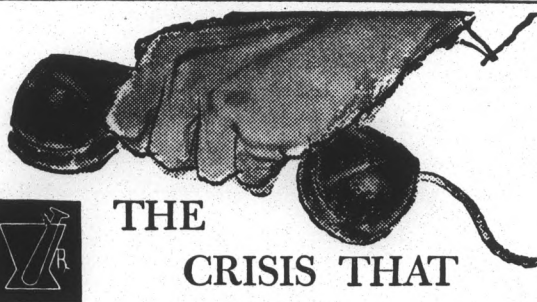
It was soon discovered that a one man police force would be in order to chase the pigs off the common. Then, somebody had to buy some buckets for the fire brigade. Well, one thing led to another, so the citizens got themselves together

for a town meeting, and after the meandering comments that are a part of every meeting, it was decided that everyone would ante in a little money for the general good.

THIS MAY NOT BE HISTORICALLY accurate, but it gives the basic idea. We have come a long way from that town meeting. Now, Federal budgets have become so astronomical, that even an IBM machine gets indigestion contemplating the figures. Taxes proliferate, but not so fast as the outgo. It seems a duty of every politician to see that more than his appropriate budget is spent. This leaves the average citizen feeling financially groggy, to say the least.

THERE IS ONE AREA THOUGH, that still makes a little sense. That is in the field of local school taxes. Of all the taxes that are levied and collected, the public gets a better return for

(Continued On Page 8)



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MRS. J. H. LAMMERDING, Orangeville—"The America that Lincoln knew has passed. But the need for young men of his character is as great today as then."

E. G. PETERSON, Covina—"Shouldn't we do our best to restore our national and world-wide prestige through curtailing dollar aid to noncooperative nations?"

THEODORE O. ELNESS, Los Angeles—"Massive federal programs undermine our national character, rob men of their constitutional freedom of choice."

JOSE GRECO, U. S. born Spanish dancer, on Calif. tour—"If my feet ever kill me, I'll be dead."

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March 8, 1962

Vol. XV, No. 38

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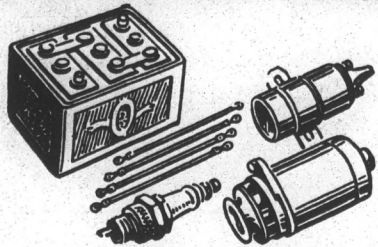
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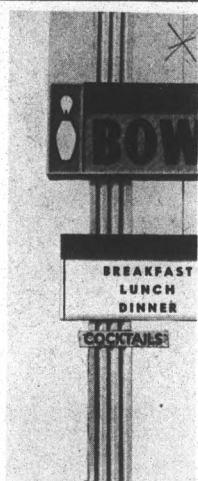
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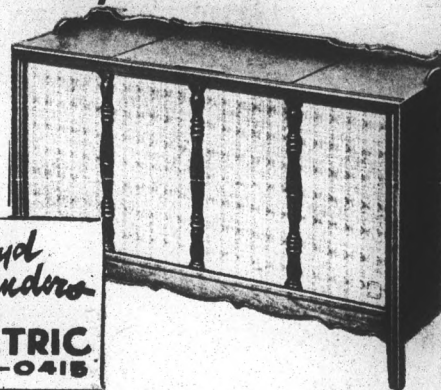
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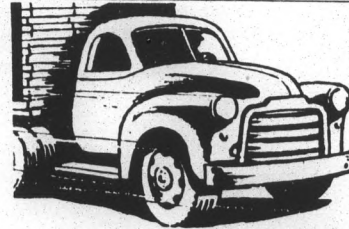


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COTTON WAS King in Woodville Saturday night at 24th annual banquet of the Woodville chamber of commerce, and as is traditional at Woodville chamber banquets, there was plenty of fun during the evening. Group of photos at upper left show a couple of Tulare county supervisors "hamming it up," Supervisor Ray Longley is obviously on Cloud Nine as he meets County Cotton Princess Sue Poston and Tulare County Maid of Cotton Carla Cloer; Longley, who later modeled a red cotton nightgown, and Supervisor Don Hillman the latest for the golf course, including "them cotton pickin' socks," are

shown in the wings getting instructions from Bum Rogers; Hillman is also shown on stage accepting the acclaim of the multitude. At top is California's Maid of Cotton, Karen Ann Kyson, of Santa Monica, modeling one of the dresses she wore at the National Maid of Cotton contest in Memphis; at upper right is a view of the "standing room only" crowd. At right center, Mrs. Roscoe Honeycutt, president of the Tulare County Cotton Wives Auxiliary, and chairman of the decoration and entertainment committee, and Miss Kyson, share the "mike"; at the organ is Mrs. Nellie La Fond, president of

the Tipton chamber; insert is of Bob Fallert, outgoing president of the Woodville chamber, and Mrs. Fallert; at lower left Miss Kyson presents special awards to persons who assisted with banquet arrangements - Roscoe Honeycutt who, with Fallert, headed the banquet committee; Mrs. Frank Berbera Jr., president of the Woodville Civic club whose members prepared a fried chicken dinner; and Fallert; in top line of small photos are: Walt Sommer, secretary-manager of the Woodville chamber; John Monroe, incoming president and Dick Reed, vice president; Miss Poston entertains with a comedy

dance routine; George Harrison, "the father of Acala 442 cotton", and Mrs. Harrison. Lower line: Dave Chamberlain, a past president of the chamber who introduced guests, and Mrs. Chamberlain; Audrey Monroe, who handled tickets at the door; Mrs. Kirby Sabin Jr. of Fresno, president of the Fresno County Cotton Wives Auxiliary, and tour manager for the California Maid of Cotton; and Edwin Gillespie, western area supervisor, National Cotton Council of America, who served as master of ceremonies, and Mrs. Gillespie. Giving the invocation was the Rev. Robert Pitts, of the Woodville Nazarene

church; in charge of ticket sales was Jack Ashworth; in charge of donations was Mrs. Jack Monroe; directors of the chamber are: Bert Grimsley, Irving Adams, Roy Brinkley, Fallert and Ashworth. Following the dinner, and a program that featured modeling of cotton dresses by the Misses Kyson, Cloer, and Poston, the evening concluded with a dance in the Woodville Civic hall, music provided by the Hill Parnell trio. Shown also is the four-page banquet program, die-cut as a replica of a boll of cotton, and printed on cotton paper.

(Farm Tribune photos)

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FOREST VISITORS HIT NEW RECORD
SAN FRANCISCO, Mar. 8—Recreation visits to the National Forests in California climbed to a new high of 15,157,000 during 1961 according to Regional Forester Chas. A. Connaughton.

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FOR SALE — 3 gal. paint pot and gun, portable gasoline engine powered, dual piston compressor, like new, cost \$395, want \$185; small compressor, 5 gal. air tank, 1/2 h. motor, regulator, hose & paint gun, suitable for painting, blowing or inflating tires, \$48.50; Erie gasoline hand pump, \$14.50; Kohler 800 watt gasoline or butane operated power plant; Pick-up rack for ladders, etc., \$25.00. SU 4-7381. After 6, SU 4-1651. fel5-t5

FOR SALE — Marlin model 336A 30-30 rifle, like new, \$45; Tote Gote (mec. clutch dr.) \$75; 1946 Buick (std.) runs good. \$85. Ph. 2-4476, Lindsay. dh

ENVELOPES, LETTERHEADS, Tickets For All Occasions. See The Farm Tribune Office, 3rd at Oak, Porterville.

FOR SALE — Show Lambs, grand champions at Tulare County fair for past seven years from this stock — \$15.00 up. Phone evenings — SU 4-4942, SU 4-3003, SU 4-1640. mar8t2

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BORDEN COMPANY OFFICIAL TELLS OF SELLING TRENDS; SAYS PERSONS WHO WILL ACCEPT RESPONSIBILITY NEEDED

PORTERVILLE, Mar. 8 — Roy

E. Lamb, San Francisco district manager for The Borden company, and also a member of the company's western division board, was a recent visitor in Porterville, being entertained at the Edgar Prestage home.

Lamb is married to the former Helen Martin, a sister of Ethel Prestage; he started with the Borden company some 20 years ago as a route driver out of Visalia, and also delivered through the Porterville business area.

In conversation concerning the dairy industry, Lamb commented informally on many of the changes taking place; he told of marketing method changes, stating that today's housewife wants "instant" products — packaged food products that demand a minimum of time to prepare them for serving.

He said the "competition for grocery store shelf space" has become a major factor in marketing, and that packaging of products is constantly being improved.

"The average super-market shopper buys from 10 feet away", Lamb said, "so we have to develop packages that will catch the eye. When our competitors come out with something fancier than we have, then we figure something more eye-catching than they have. As a result the package, rather than the product inside, may become the major cost item."

Lamb told of increased sales that resulted when the amount and quality of a milk product was not changed, but the size of the container was substantially increased, and the design on the box

brightened up.

"We're not trying to fool anyone," Lamb said. "It tells on the container what's inside, but today's grocery market shoppers go by eye appeal, so if we are going to sell our products, we have to compete."

Lamb has no pat answers for the problems that beset the dairy producers, however, he says all the problems are not confined to the dairymen. "We have a few on the processing end too," he says, "and of course we have to keep working along lines that we think will make a profit possible for all of us."

Actually, Lamb is the personification of the American success story. He started at the bottom, he's moved up the ladder, and he's still going.

How did he do it? Lamb says he never tried to unseat the fellow above him, but "that big chair and the nice office" represented a challenge to him.

And with the challenge he was willing to accept responsibility. "This idea of responsibility is a key matter in the advancement of an individual in the business world," he says. "My company is constantly looking for men both inside and outside the organization who will accept responsibility, and who will work the extra hours that are often required in management positions."

"It is getting harder and harder to find these men. We have many educated and capable people working for the Borden company, but perhaps they have it too good. Time and again they will refuse advancement because they do not want responsibility, or because they don't want to move their families, or their wife has a job she does not want to leave, or

(Continued On Page 7)



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WHAT IT BOUGHT

(Continued From Page 1)

adjacent to cafeteria, 6; new lighting, exhaust and ventilating system in industrial arts building, 7; parking lots on front of campus, 8; parking lot adjacent to boys' gym, 9; multi-use courts, 10.

Remodel and equip science building (former junior college building), 11; transportation building, 16; communications center and mechanical equipment building, 18; district office (50 per cent complete), 16.

In addition, an electric power distribution system was established on the campus; fire alarm system, and clock and bell system, were renovated and brought up to safety standards; a drainage system was constructed; a cooling system for new building and classrooms constructed during the past

four years was installed.

Although not yet constructed, funds from the original 50-cent tax will be used for band building remodeling and additions, and about two-thirds of the necessary funds are available for an administration and special services building, with balance included in revenue from the anticipated extension of the 50-cent tax.

Actually, since 1955, \$1,542,345.65 has been encumbered, or used, for improvement of the high school campus, since some additional funds, other than from the current 50-cent override tax has been available.

POLICY

(Continued From Page 1)

School and Porterville College and for district facilities.

If a separate junior college district is formed during the next five-year period, the responsibility for junior college buildings and grounds will rest with the new district and money from the proposed 50c tax will be used to plan for and to set up a reserve fund for another high school; or the Board may exercise its right to discontinue levying the full amount of the tax.

Priority of assignment of funds will be given to those projects deemed, in the best judgment of the Board, most necessary to the education and general welfare of the students of this school district.

It is the intent of the Board to set up a Special Reserve Fund with the money from the tax and to spend from this fund on capital outlay items associated with the building program and not for the general operations of the school budget.

Henry Ford's first automobile consisted of an engine mounted on two bicycles.

12 GIRLS

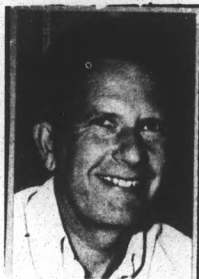
(Continued From Page 1)

ron Walker, of Lemon Cove.

Queen candidates will sell special rodeo tickets through the month of March; they will be judged in the contest on a basis of horsemanship, scholarship, personality and ticket sales. Announcement of the queen and her attendants will be made at a Coronation ball in Springville the night of March 31.

Meanwhile, weekend work crews are up-grading the new Springville Rodeo grounds, that were used for the first time last year. Improved sanitary facilities, parking area, concession stands and arena facilities are on the work order, according to Tom Masonheimer, general chairman of the 1962 rodeo.

The RCA-approved show is sponsored by the Springville Rodeo association, which is composed of representatives from Springville civic and farm groups: The Veterans of Foreign Wars post, the Farm Bureau center, Springville Lions club, Springville Grange and the Springville chamber of commerce.



From
**Daybell
Nursery**
By John

Between rains we took a look around outside and discovered that Spring is fast approaching. Many early flowering shrubs are blooming, others are budding heavily, and we expect to find everything in full leaf before long.

Among the early blooming ones are Forsythia which is covered with yellow flowers, even before the leaves arrive, and Bridal Wreath which is adorned with white posies. Some evergreen shrubs like yellow flowered Genista and Red Bottle Brush are also feeling the call of spring. We suspect you had better get the shovel sharp and the fishing reel oiled because time is slipping by.

A special deal we have this spring concerns flowering peaches which are a low dollar seventy-five. These are older trees which are about to outgrow their containers. We're forced to either sell them or replace the container, and being lazy, we would rather sell them. In fact we would give them away, but you wouldn't appreciate them as much then.

Most everything can be fertilized this month including fruit trees, shade trees, lawns, and roses. We think Ortho 16-16-8 is the best for the least money, and will loan you a spreader that will do the job in minutes. If your husband prefers to "throw the bull" we have that too and will deliver ten bags for ten dollars. Open every day on "E" Street just north of Olive.

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No. 16096

Superior Court of the State of California For the County of Tulare

Estate of
PEARL R. BARNES, also known as Pearl Ruby Barnes, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the offices of Burford, Hubler & Burford, attorneys at law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

E. I. BARNES, SR., Executor of the will of the above named decedent

Dated February 20, 1962.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Executor
First publication: February 22, 1962.
fe22,mr18,15,22

NOTICE TO CREDITORS
No. 16105

Superior Court of the State of California For the County of Tulare

Estate of
WALTER E. CLARK, also known as W. E. Clark, Deceased

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the offices of Burford, Hubler & Burford, attorneys at law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

MYRTLE M. CLARK, Administratrix of the estate of the above named decedent.
Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Administratrix
First publication: March 8, 1962.
mar8,15,22,29,apr5

NOTICE OF SPECIAL ASSESSMENT
Number A

Hilo Water company, a California corporation with principal office at the City of Porterville, County of Tulare, State of California.

NOTICE IS HEREBY GIVEN that at the Annual Stockholders Meeting, held on the 23rd day of January, 1962, A.D., an assessment of fifteen dollars (\$15.00) per share was levied upon all shares of the corporation payable on or before the 23rd day of March, 1962 A.D. to the corporation at the office of the secretary, Porterville, California, or mailed to 1649 Kamar, Porterville, California. Any shares upon which this assessment remains unpaid on the 23rd day of April, 1962 A.D., will be delinquent and unless payment be made prior to delinquency said shares or as many of them as may be necessary will be sold at secretary's office, at 1649 Kamar, Porterville, California, on the 23rd day of May, 1962 A.D., at 10:00 o'clock a.m. of such day to pay the delinquent assessment together with a penalty of five per cent of the amount of the assessment on such shares or be forfeited to the corporation.

FRANK O. SHELDON, Secretary
1649 Kamar Street
Porterville, California
mar8,15

NOTICE OF TRUSTEES' SALE

NOTICE IS HEREBY GIVEN that on 30th day of March, 1962, at the hour of 10:00 o'clock, a.m., of said day, at the front entrance of the City Hall, in the City of Tulare, County of Tulare, State of California, **Edw. F. Halbert** and **Roland E. Morris**, as Trustees under the Deed of Trust executed on the 16th day of May, 1953, by **Roy M. Blasdel** and **Evelyn J. Blasdel**, his wife, in which **GUARANTEE SAVINGS AND LOAN ASSOCIATION OF TULARE**, a corporation, is named as Beneficiary, recorded June 4, 1953, in Book 2059, page 1, Tulare County Records, State of California, by reason of default in the payment or performance of obligations secured thereby, and notice of default and Beneficiary's election to cause to be sold the property herein below described, having been recorded as provided for by law and more than three months having elapsed since such recordation, will sell at public auction to the highest bidder for cash (**PAYABLE IN LAWFUL MONEY OF THE UNITED STATES OF AMERICA AT TIME OF SALE**), without warranty expressed or implied as to the title, possession or encumbrances, the interest conveyed to and now held by them as such Trustees, in and to the following described property in the City of Porterville, County of Tulare, State of California, described as follows:

Lot Forty-eight (48) in Tract No. 243, in the County of Tulare, State of California, as per Map recorded in Book 21, Page 99 of Maps in the office of the County Recorder of said County.

for the purpose of paying the obligations secured by said Deed of Trust, including fees, charges and expenses of Trustees and of sale.

Dated: March 1, 1962.
EDW. F. HALBERT
ROLAND E. MORRIS
mar8,15,22

LEGAL NOTICE**NOTICE TO CREDITORS**
No. 16076

Superior Court of the State of California For the County of Tulare

Estate of
HANNAH M. FRINCHABOY, also known as Hannah Frinchaboy, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the offices of Burford, Hubler & Burford, attorneys at law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

ROSA SULLIVAN, Executrix of the Will of the above named decedent

Dated: February 6, 1962.

Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Executrix

First publication: February 8, 1962.
fe8,15,22,mr18

NOTICE TO CREDITORS
No. 16083

Superior Court of the State of California For the County of Tulare

Estate of
WILLIAM F. THOMPSON, also known as William Thompson, W. F. Thompson and William Fletcher Thompson, Deceased.

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at the offices of Burford, Hubler & Burford, attorneys at law, 520 East Mill Street, Porterville, California, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within six months after the first publication of this notice.

HELEN A. THOMPSON, Executrix of the will of the above named decedent

Dated February 14, 1962.

Burford, Hubler & Burford
520 East Mill Street
Porterville, California
Telephone SUset 4-5064
Attorneys for Executrix

First publication: February 22, 1962.
fe22,mr18,15,22

NOTICE OF FICTITIOUS NAME

NOTICE IS HEREBY GIVEN that the undersigned **HOWARD McHENRY** and **ELSIE S. McHENRY** are engaged in and conducting a general grain farming business near the town of Ducor, Tulare County, California, under the name and style of "Bar-toldus Ranch".

That the names of all of the members engaged in said business and their respective places of residences are as follows:

Howard McHenry, 540 Murry, Porterville, California;
Elsie S. McHenry, 540 Murry, Porterville, California.

/s/ **HOWARD McHENRY**
/s/ **ELSIE S. McHENRY**

STATE OF CALIFORNIA)
COUNTY OF TULARE)

On this 15th day of February, 1962, before me, the undersigned, a Notary Public in and for said County and State, personally appeared **HOWARD McHENRY** and **ELSIE S. McHENRY**, known to me to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same.

WITNESS my hand and official seal.
GAYLORD N. HUBLER,
Notary Public in and for said County and State.

(SEAL)
fe22,mr18,15

CERTIFICATE OF INDIVIDUAL TRANSACTING BUSINESS UNDER FICTITIOUS NAME

IT IS HEREBY CERTIFIED AS FOLLOWS:

The undersigned, **JOHN E. WRIGHT**, is doing business in the State of California under the fictitious name of "PIONEER MOTOR SERVICE".

The undersigned is doing business under said name as an individual proprietor, his principal place of business is situated at 500 North Hockett Street, Porterville, Tulare County, State of California. His name in full and his place of residence are as follows:

JOHN E. WRIGHT,
722 Grand Avenue,
Porterville, California

DATED: January 8, 1962

/s/ **JOHN E. WRIGHT**

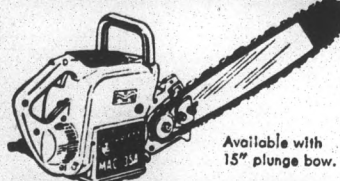
STATE OF CALIFORNIA)
COUNTY OF TULARE)

On this 11th day of January, 1962, before me, **GAYLORD N. HUBLER**, a Notary Public in and for said County, personally appeared **JOHN E. WRIGHT**, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged that he executed the same.

WITNESS my hand and official seal.

/s/ **GAYLORD N. HUBLER**,
Notary Public in and for said County and State

(SEAL)
mar8,15,22,29

**LIGHT
FAST
WORKER**

Available with
15" plunge bow.

**McCULLOCH
MAC/35A CHAIN SAW**

- Starts fast in any weather
- Takes straight bars up to 32"
- 4.22:1 gear ratio
- Thrifty to buy, thrifty to operate

**Porterville
Hardware Co.**

"THE HARDWARE PEOPLE"
232 N. Main SU 4-0165

**Open House
and
TRACTOR FIELD
DAY**

WE CORDIALLY INVITE YOU TO COME BY AND INSPECT OUR NEW SALES ROOM AND SHOP FACILITIES AND TEST-DRIVE THE NEW 1800 AND 1900 SERIES OLIVER TRACTORS ON

MARCH 15-16

From 9:30 on

Refreshments Will Be Served

**FARMER'S
TRACTOR and
EQUIPMENT****2400 S. Main**

1/3 Mile South of Old Location

BORDEN COMPANY

(Continued From Page 5)
because they are earning enough to live the way they want to live.
"I believe this is generally true in many large companies, so I can see all kinds of possibilities for young people getting out of school, if they are basically looking for opportunity rather than security, and if they are willing to accept responsibility."

Speaking of automation, Lamb said that when his company develops a new machine that is capable of replacing individuals, no one is fired, but when for any reason a person leaves the company, that job is not filled.

"In the long run the replacement of individuals by machines will be offset by an expanding economy that in total offers more jobs, particularly in service field. Look at the Prestage kitchen here, an electric refrigerator, a deep freeze, a dish washer — all of these modern developments create new sales and service agencies, and the same idea applies throughout the business world.

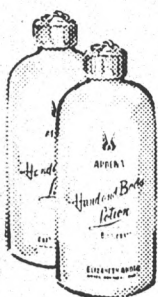
"True enough a man who has been a mechanic for 40 years may resist any change that would put him in a new field, and undoubtedly there are many individual problems created by automation. But with the problems come new fields, new opportunities for the individual, if the individual is willing to adjust."



ELIZABETH ARDEN

hand

and
body
lotion



Now this famous Lotion in an economy pint size with the exclusive top dispenser. Smooths, whitens and softens in just one application. 4 oz. size 1.25, 8 oz. size 2.25. prices plus tax

one pint **2⁹⁵**
regularly **4²⁵**

BLUE GRASS OR
JUNE GERANIUM
(For limited time only)

CLAUBES'
Prescription Pharmacy
(Say Claw-Bus)

501 N. Main SU 4-6892
A TUESDAY BONUS STORE

Olive Field Day Set For Davis

DAVIS, Mar. 8—Cultural practices and sales promotion will be among items discussed at a Olive Day program set for the campus of the University of California at Davis, March 17. The morning session begins at 9 a.m.; all interested persons are invited.

Concerning a college education, Lamb says, "I did not go to college, but my wife and I plan to send our son to college. Young people can use all the training they can get, but the college education is not necessarily the deciding factor in business success. Perhaps more important is desire to succeed, plus this thing we were talking about — a willingness to accept responsibility."

STEADY GROWTH of the Rockwell Manufacturing company plant in Porterville was promised by W. F. Rockwell Jr., second from left, president of the company, when he visited the Porterville plant last Thursday, and, with his group, met for lunch at Smokey's with business men of the community. Rockwell said that his company's sales hit \$125,000,000 last year; that goal

for the current year is \$145,000,000 with expansion based on a diversity of products, and the fact that the company is dealing in staple items, not fluctuating government contracts. Others in above photo — the head table at the luncheon, are, from left: Fred Pierre, manager of the Porterville branch, Bank of America; Rockwell; Porterville Mayor Jack Letsinger; Ralph Pur-

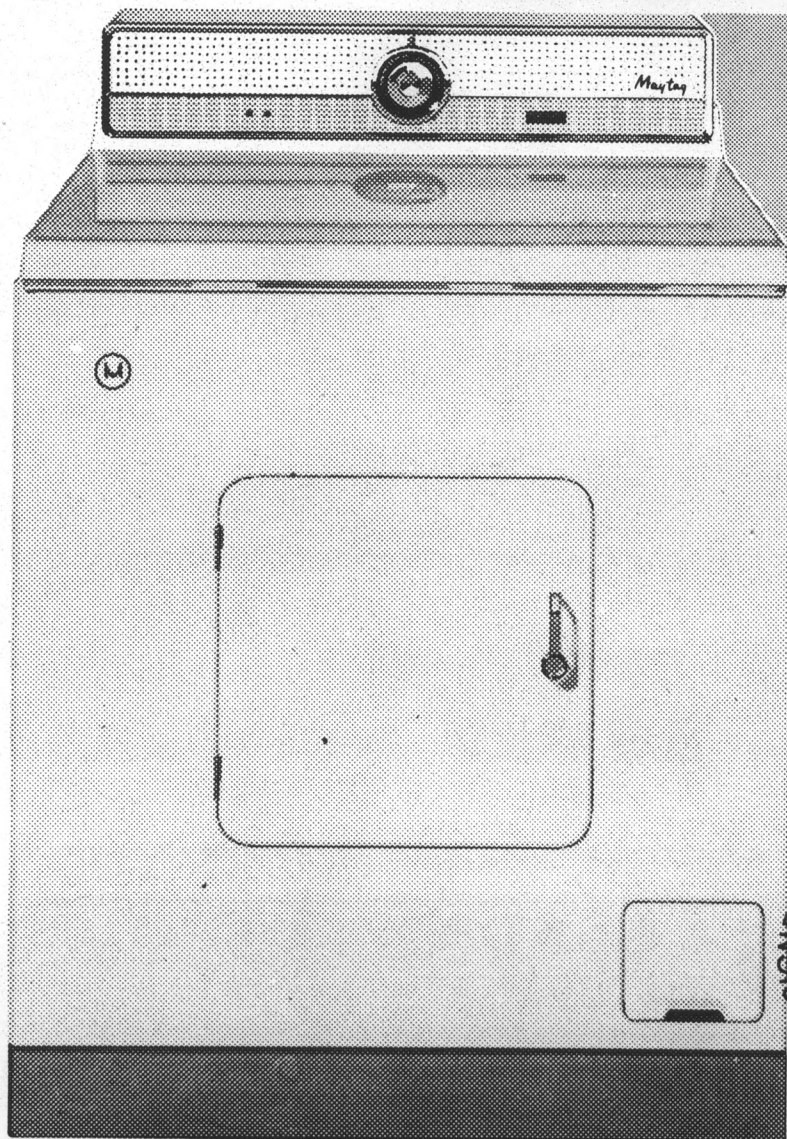
celli, Rockwell manager at the Porterville plant; Roy Bush, Rockwell vice president in charge of sales; Aubrey M. Lumley Jr., president of the Porterville Civic Development Foundation, the organization that built the Rockwell plant; and H. Campbell Stuckman, Rockwell vice president in charge of plant engineering. (Farm Tribune photo)



GAS DRYERS OUTSELL*

ANY OTHER KIND! HERE'S WHY

1. **FASTER**—Automatic gas dryers work up to 4 times faster.....
2. **COST LESS TO RUN**—Fluff-dry a week's wash for 1/4 the cost....
3. **TROUBLE-FREE**—No costly coils to burn out; lifetime gas burner...
4. **FREE SERVICE**—Adjustment and inspection by Gas Company experts
5. **COST LESS TO INSTALL**—No expensive wiring needed.....



*ACCORDING TO ACTUAL SOUTHERN CALIFORNIA RETAIL SALES



SEE THE NEW MODEL AUTOMATIC GAS DRYERS AT NEAR-BY GAS APPLIANCE DEALER OR GAS COMPANY SHOWROOM. SELECT FROM THESE FAMOUS MAKES: NORGE MAYTAG • RCA WHIRLPOOL • FRIGIDAIRE • KELVINATOR • HAMILTON • DURACREST EASY • SPEED QUEEN • BLACKSTONE • PHILCO-BENDIX.

SOUTHERN CALIFORNIA GAS COMPANY

**BUY NOW—WHILE DEALERS ARE
FEATURING AUTOMATIC GAS DRYERS**

FUTURE NEED

(Continued From Page 1)

project area; and moving of several temporary buildings.

Converting of several temporary building rooms to classrooms; remodel and rehabilitate the field house; air condition the cafeteria, science building, social science building, two auditorium classrooms and home economics rooms;

JOIN OUR
SILVER
BONUS
CLUB

"Get more
out of
life.
Go out
to a
Movie!"

PORTER
Always A Good Show

NOW PLAYING WED. - SAT.

JERRY LEWIS
as **THE**
ERRAND BOY

Plus 2nd Major Feature

THE UNDERWATER CITY
Eastman COLOR

SUNDAY TO TUESDAY

SAIL A CROOKED SHIP

ROBERT WAGNER - DOLORES HART - CAROLYN JONES
FRANKIE AVOLON - EDIE KOVACS

— Also —

THE THREE
STOOGES MEET
HERCULES

Week Days 1st Show at 7:00
Continuous Sun. from 1 p.m.

rearrange and exchange equipment in agricultural mechanics, agricultural science, and industrial arts facilities; complete lighting improvements, painting, and minor renovations in the industrial arts building; set aside \$150,000 toward a new school site.

All of this, related to the high school, will cost just under \$900,000.

Planned for the college campus is the construction, equipping and furnishing of a multi-purpose building; remodel the chemistry laboratory; construct and equip a shop building; construct a student union-cafeteria building; construct a life science, social science and art building; and complete miscellaneous improvements, parking, lighting, and landscaping. Cost is estimated at near \$1,000,000.

Some money in addition to the 50-cent override for another five years, including possibly money from a current special 25-cent tax, will probably be needed to complete all of the master plan high school and college improvements.

Not included is a new high school campus that is indicated for some time in the future, and which is estimated roughly now to cost around \$2,500,000. This is a problem that people of the school district will have to face in the years ahead.

Essentially, if continuation of the 50-cent override tax is voted for another five years, the district will be able to virtually complete its presently indicated improvements and building program on the high school and college campuses.

Our Town

(Continued From Page 2)

school taxes than for any other. If you were cynical, you would say that the proximity of the public to the school operation insures this return. It is true that the school boards and administrators work in fishbowl-like privacy and have to answer loud and often for their actions.

ANOTHER PECULIARITY OF school taxes is that the public is given a chance to say "yes" or "no" at the voting booth on the matter of over-ride taxes. Some five years ago, voters in this area were presented the proposition of a 50 cent over-ride tax by the local High School Board. After viewing the permanent "temporaries" cluttering the local campus, the public voted "yes" and awaited developments.

SINCE THAT TIME, the local campuses have changed considerably. New buildings have arisen. These have been basic and orderly. Certainly, there have been no Taj Mahals discovered among them. Unfortunately, the over-ride tax is now about to expire, unless rejuvenated. New buildings are still needed, and the population continues to grow.

THIS IS THE CHANCE FOR the public to say "yes" or "no" to a continuation of the development of our college and high school plants. We can think of no better tax investment for the future than good and adequate schools, and it is up to the public to decide whether to stop or go. March 20th is the day of decision, when we wend our respective ways to the polls.

IT IS CUSTOMARY TO SAY, "I don't care how you vote, but vote." Personally, we would add a new twist to the High School over-ride tax: "I don't care how you vote, as long as it's 'yes'."

MARION VINCENT

(Continued From Page 1)

and eventually his dog had three of the lions treed separately within about a 40-yard radius.

"I had my gun tied in the holster," he said. "My hands were so cold that it took me at least 10 minutes to get the pistol out and ready to fire."

In answer to a question as to why he didn't go after the third lion that got away, and put the 50th notch on his gun, Vincent said, "By the time I got those two lions I was so tired and wet and cold that I'd had enough. Fog was coming in, and it looked like a storm could break any minute, so I headed for Wishon. Number 50 will have to wait — but I'll get him."

Vincent had been checking the lion situation "between storms" for about three weeks before he picked up the trail and made his kill. The lions that he killed, a male and a female, were about 16 months old, and measured about five feet; the third lion was the same size, so Vincent believes they may have been out of the same litter.

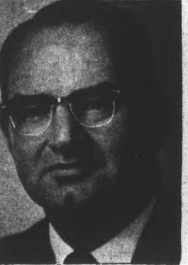
He does not plan to go after any more in the Hossack meadow area "until the snow sifts down a little."

All comment concerning this latest of Vincent's lion hunting trips has not been favorable. His wife wanted to know what would happen if, travelling alone as he was, he should fall through the snow into a hole, or get hurt.

And his lion hunting friends in Porterville and Springville are accusing him of coming in and "robbing" their country.

But Vincent, who has been hunt-

ing "cats" for a good many years, and who probably knows more about mountain lions than most experts, goes after them where they are, and when they are there, and if the one that got away stays in the country, he's apt to become No. 50, snow or no snow.

INVESTMENT VIEWS

This by way of introduction, is the first appearance of **INVESTMENT VIEWS** prepared by the staff of Boyd Eckard & Co. Many readers in the Porterville area are interested in the general business activities in our country and the affect or relation this may have on our individual business and investment activities. In this column will appear each week, a summary of the many things that affect business and the investor.

Of interest to businessmen and investors is a recent release of Standard & Poor's version of the forces that would spur growth during the '60's. This revised study not only provides an up-to-date perspective of the potentials ahead for this decade but also show that the growth forces are becoming stronger.

They state that although "the concept of the Golden Sixties has had its share of ups and downs in investor thinking . . . the fact is that the economy has moved ahead strongly to a 1970 Gross National Product approaching \$750 billion. With a \$521 billion C. N. P. indicated for 1961, the economy is on schedule." (S & P views 1962 business prospects as "excellent" and estimates a \$565 billion economy by year end.)

In support of this view, Standard & Poor's offers these comments:

"Expanding Research: Demand will be stimulated by an outpouring of new goods and services for industry. Research has grown from under \$2 billion in 1950 to an estimated \$10 billion this year . . . projected to \$16 billion by 1970. Today's new goods are the product of a relatively small scale effort. The cornucopia of research will disgorge a much bigger flow in coming years."

"Population Growth: Now 185 million, the number of people in the U.S. will rise to around 210 million by 1970. This will mean more demand and increased production to meet that demand."

Concluding its analysis, Standard & Poor's points out:

"Benefits of the forthcoming expansion will not be uniform. Some individual companies and industries will find the going difficult, in terms of sales as well as profit margins. Some traditional investment favorites are going to fall by the wayside. But if you know when and where to look, the bright era now unfolding can bring profitable investment opportunities."

We might add to this the thought that investing hard earned money can sometimes be a very lonesome job. To accumulate money at best, is a very difficult chore. It is even more difficult to protect it by prudent investment. We are pleased to offer our services.

BOYD ECKARD & CO.

INVESTMENT SECURITIES
404 E. Olive SU 4-3663

PORTER CABLE

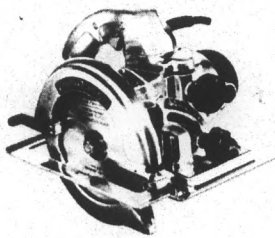
THE FINEST PORTABLE TOOLS
YOUR MONEY CAN BUY!

Quality throughout — For the contractor,
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SPECIAL PRICES

For A Limited Time

PORTER-CABLE SAW
More Exclusive Features
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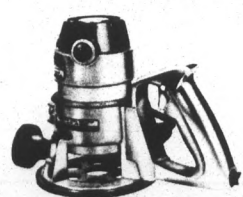


Heavy-duty 115A 7" Diameter blade. Ideal for builders, contractors and home owners. Lightweight, well-balanced.

Regular Price \$94.50

SPECIAL PRICE \$80.32

Quality Heavy Duty
PORTER-CABLE ROUTER



1 1/4 H.P. Motor 7 1/2 Amp. Exclusive Handle Design with Safety Trigger Switch. Lightweight but powerful, fast but extremely accurate.

Regular Price \$89.50 — **Special Price \$76.07**

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HARDWARE CO.
ESTABLISHED 1899

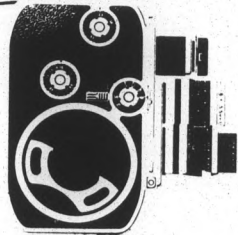
311 N. Main

A TUESDAY BONUS STORE

SU 4-1065

WORLD'S FIRST
Electric Eye
Movie Camera To
Measure Exposure
Through The Lens!

Makes Perfect
Exposures Easy
For Any Lens
In Shooting
Position.



NEW BOLEX D-8L
COMPUMATIC

\$109.00

EDWARD'S
STUDIO

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TUESDAY BONUS

This Week's Winner Is:

Pat Wells
1413 Roby
Porterville, Calif.

\$500

NEXT WEEK
Pot No. 1

\$136.50

NEXT WEEK'S REPRESENTATIVE IS:

JUVEN-AIRE